

Sampo Corp in Consumer Electronics (Taiwan)

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Date: August 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S91E40C203EEN

Abstracts

Sampo Corp continues to focus on consumer appliances and electronics. Despite consumer electronics being dominated by key local players such as AsusTek, Acer as well as internationals such as Samsung and Apple, Sampo continued to target midincome consumers and is looking for opportunities to appeal more to younger and elderly consumers via online shopping channels and health-oriented products.

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